



ENERGY ACTION MONTH 2016 EVENT/COMPETITION GUIDE

This event guide is distributed to Installation Energy Managers (IEMs), Public Affairs Officers (PAOs), Building Energy Managers, and other Naval Commands to provide guidance on how to work together during Energy Action Month. IEMs generally lead energy event efforts, but in order for them to be a success, other offices should play a role in promoting, coordinating, and executing these events and competitions.

Please use this as a guide on suggested events and competitions that can be held throughout the month of October to promote Energy Action Month. You are encouraged to host, or help coordinate, at least one energy-related event to bring awareness to the importance of energy efficiency aboard your Installation. For all events, record attendance and take photos to track activities. Feel free to use your creativity—alter events or competitions as necessary to fit the climate, mission, and environment of your Installation, community, unit, and facilities.

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Energy Booth

Throughout the month of October, many Installations will host events that are not energy related. Use these events as an opportunity to promote the importance of Energy Action Month.

What you'll need:

- Table
- Posters, Tip Sheets, Talking Points, etc.
- Pen and Paper

How to Prepare:

- Contact the Fleet and Family Readiness Programs on your Installation for a calendar of events being held throughout October.
- Contact the event POC to find out event details—be sure to note the audience of the event (families, children, Sailors, civilians, etc.).
- Work with the event POC to secure space at the event.
- Get a table, print off materials (located on the G2 website)—adhere to local printing rules if applicable.
- If possible, work with the PAO to announce your presence at the event on social media in advance.
- Set up the table in a professional manner, with stacks of available print-outs and/or tchotchkes, and have a set of talking points on hand if you need help answering questions
- Provide everyone with tip sheets, and encourage their use.
- Keep a count of how many people visit the table, and have a sign-up sheet where people can leave their names and email addresses to receive more information.

Energy 5K

A 5k race is a great way for the community to come together, be active, and have fun. These races can be held on your Installation and include participation from Sailors, civilians, contractors, tenants, and families.

What you'll need:

- Online Registration Form
- Identified Race Area/Course
- Volunteers
- Booth Tables
- Text or Graphic for Social Media
- Email Notifications
- Printed Awareness Materials
- Race Sponsorship
- Event safety
- Aid Stations and Hydration
- Additional Race Supplies (race bibs, start/finish line ribbon, etc.)

How to prepare:

- Contact the Moral Welfare and Recreation (MWR) office under the fleet and family support programs to help coordinate and manage the event.
- Check if there are any permits required to host a race on your Installation and obtain them prior to coordinating the 5k.
- Determine a race date and route that is appropriate for a 5k run/walk by consulting with facilities and any other applicable staff.
- Create an online registration form by contacting your Installation webmaster and communicating the needs of the webpage, or use this registration form builder <https://einvitations.afit.edu/generator/index.cfm>
- Secure sponsors to staff energy booths, provide tchotchkes, and educate participants on energy-saving best practices before, during, and after the race.
- Partner with Installation PAOs/BEMs/IEMs to promote the race via social media, newsletters, local news outlets, and any other Installation communication channels.
- Coordinate with Installation security forces to ensure that you have the proper traffic safety devices like cones and crowd control barricades if your venue requires them.
- Provide plenty of water, and if possible, another beverage with electrolytes to runners.
- Provide attendees with energy awareness materials and information, and promote Installation specific energy initiatives, goals, and desired end-user behaviors.

Energy Twitter Chats

Twitter chats are an excellent way to reach social media savvy audiences interested in learning more about energy efficiency on your Installation, including Sailors, civilians, contractors, and those who are not directly tied to the Navy. Chats can be hosted as often as you would like, and they can help bring attention to efforts being executed on your Installation to help meet Navy energy goals.

What you'll need:

- Topics
- Distribution list
- Laptop, Tablet, or Cellphone
- Unique Hashtag
- Designated Day and Time
- Moderators

How to prepare:

- Understand how Twitter chats work by following or even participating in a few that involve energy. Websites like www.tweetreports.com or www.twubs.com track upcoming twitter chats.
- Plan your chat by deciding on a topic and creating engaging questions to ask, in addition to a unique hashtag that can be used to get the conversation trending on social media.
- Set a date and time for the chat and secure moderators to help you keep the conversation going. Responsibilities can include:
 - Welcoming new members to the chat
 - Keeping the discussion focused
 - Summarizing different parts of the chat (intro, methods, resources, etc.)
- Work with the IEMs, PAOs, BEMs, and any other relevant sources to promote the chat and provide insight during the planning process.
- Provide resources to chat participants such as links to tips, stats, facts, and Navy energy information.

Power-Down Days/Weekends

Power-Down Days or Weekends are a way for Sailors, families, IEMs, and community members to try out new energy-saving behaviors for short periods of time while working toward significant savings. Power-Down efforts can be held over a 24-48 hour period, or for just an hour or two, depending on mission requirements. These events are useful and help identify wasteful practices and non-essential equipment and processes that can be marked for future reference. Power-Downs can be held in individual buildings, residential neighborhoods, or on an entire Installation.

What you'll need:

- Identified Building/Area
- Email Notifications for Sailors and/or Families
- Text and/or Graphic for Social Media
- Power-Down Checklist (Appendix A)

How to prepare:

- Talk to the facilities and maintenance staff, and any other building managers to determine which facilities are ideal for Power-Downs and any requirements or limitations.
- Select facilities and dates for the Power-Downs—they can happen once or recur throughout Energy Action Month.
- Send an email to units or Sailors living or working in the identified buildings to inform them of the Power-Down and to enlist their help, if necessary.
- Work with the PAO to announce the Power-Down on social media; take photos during the Power-Down, and write up an article afterwards.
- At the scheduled time, if necessary, go around with identified partners (facilities staff, IEMs, building managers, Sailors) to shut off all sources of electricity.

Make it a competition:

- Pit two similar buildings against each other – take a reading from each meter before the effort starts, and take another reading after the buildings have been powered down. Compare them to see which building saved the most energy.
- Make the effort a scavenger hunt – ask participants to record everything they shut down, and reward the most innovative or effective person.

Energy Hour Walk Through

Energy walk-throughs involve personnel or Sailor's families identifying energy efficiency opportunities and vulnerabilities. This type of event helps Sailors and families learn about energy-efficiency equipment and behaviors. If conducted with Sailors, walk-throughs can be done on weekends or during identified down time when personnel are available and mission disruption is less likely. If conducted with the community, a building not in use for other purposes at the time can be identified (community center, school, etc.), or a version can be conducted where nothing is specifically powered down or disrupted.

What you'll need:

- Walk-Through Lists, Printed (items to look for, items to turn off, issues to report) (Appendix B)
- Printed Tip Sheets
- Pens
- Email Notifications for Sailors
- Email or Social Media Notifications for Families

How to prepare:

- Identify building(s), participants (Sailors, families, or civilians), date, and length of walk-through.
- Print out walk through lists for attendees.
- Print out energy collateral (tip sheets) to hand out to attendees.
- Send email to Sailors inviting them to attend.
- Send email or social media notification to family members inviting them to attend.
- Work with the PAO to announce the walk-through on social media, take photos during the scavenger hunt, and write up an article afterwards.

Make it a competition:

- Assign points to each item on the list, and reward the person who gets the highest score during the hunt.
- Hold walk-throughs in similar buildings and total up the success of the lists and attendees in each building.

Building Energy Training

Hosting trainings on facility applicable energy-efficiency best practices can create a significant impact on energy usage. Installations house thousands of people on a daily basis, so focused, personalized building trainings can help encourage the efficient use of energy in spaces with a specific target audience.

What you'll need:

- Reserved Room
- Printed Tip Sheets
- Printed Talking Points
- Brief PowerPoint Presentation
- Appendix B: Walk-Through Items
- Social Media Promotion Text

How to prepare:

- Determine which buildings you will host the trainings in and reserve space that can accommodate your presentation.
- Determine which materials you will use and how they will apply to the building being featured in the training.
- Invite a guest speaker who can expand on your knowledge of energy and provide additional information on the implications of wasting energy (optional).
- Contact your Installation webmaster to create an online registration form on the Installation's website with the ability to email registrants, or use this registration form builder <https://einvitations.afit.edu/generator/index.cfm>
- Work with the PAO to announce the trainings on social media; take photos during the trainings and write up an article afterwards.
- Send a reminder email to registrants with an outline of the training schedule.
- On the day of the training, set up a check-in table and provide registrants with materials (tip sheets, factsheet, and infographic) applicable to your presentation and their facility.

Tip:

- Provide energy-saving best practices to Building Energy Managers and include them in the trainings for better insight on facility energy usage.

Energy Symposium

An energy symposium is an excellent way to get your entire Installation involved in Energy Action Month. This event can feature energy subject matter experts, demonstrations, technologies, and workshops that educate participants on the importance of energy efficiency.

What you'll need:

- Information Tables
- Reserved Space for Workshops and Demonstrations
- Event Promotion Materials
- Social Media Promotion Content/Graphics
- Posters, Tip Sheets, Talking Points, etc.
- Pens and Paper
- Guest Speakers
- Tchotchkes for Participants

How to prepare:

- Contact your Installation's facilities staff to reserve space for your desired date(s).
- Once the space is reserved, do a walkthrough of the facility to draft a layout of the planned workshops, booths, and demonstrations.
- Partner with energy-related organizations to provide materials and information to attendees. Make sure to keep track of each registered organization and the items they commit to providing.
- Secure guest speakers, panel participants and moderators, and workshop topics, then finalize the event's schedule.
- Secure volunteers to help organize, set up, and staff the event.
- Contact your Installation webmaster to create an online registration form on the Installation's website with the ability to email registrants, or use this registration form builder online <https://einvitations.afit.edu/generator/index.cfm>
- Work with the PAO to announce and promote the symposium through social/traditional media, take photos during the event, and write up an article afterwards.
- Use an Installation listserv to promote the event via email on your base.
- Send a reminder email to registrants with updated symposium details and programming.
- On the day of the event, ensure the volunteers and partner organizations are aware of their responsibilities and in their designated areas prior to the start of the symposium.

Appendices

Appendix A: Power-Down Checklist

- For one-day, one-night, or hour-long power-downs::
 - Turn off lights
 - Shut down/unplug computers and monitors
 - Turn down/off thermostats as permitted
 - Unplug appliances/electronics
 - Shut off power strips
 - Minimize hot water use
 - Close Window Blinds (Summer) or Open Window Blinds (Winter)
- For weekend power-downs, do all of the above as well as:
 - Turn off air compressors
 - Shut down chillers (all air conditioning)
 - Shut down heating

NOTE: For all efforts, consult with facilities and maintenance to determine A) if there are items that must stay on to support the mission, B) if they are able to go further with some of these items (e.g., turn off air compressors for one night), and C) if they are aware of other facility-specific efforts that can be conducted.

Appendix B: Walk-through Items

The following walk-through items can be altered and edited based on the audience or the location. The checklist should include the name of the building, Installation, the time of the event, and other pertinent details (when to finish, how it is scored, if photos should be taken, etc.) based on how the event is run.

For more items and ideas, see: http://merrylea.goshen.edu/sites/default/files/sust_buildings/RiethVillage/ScavengerHunt.pdf

Plug Load:

- Find plugs and consolidate them into a power strip. Write down the room.
- Find two personal electronic devices (heaters, fans, mini-fridges, etc.). Write down the devices and where they were found.
- Are there ENERGY STAR labels on refrigerators and appliances? Look for them, and see if you can write down two.

Lighting:

- Identify three inefficient light bulbs. Write down the type and where they were found.
- Turn off two lights. Write down where.
- Can you find a CFL or LED lamp? Find as many as you can and write down the number.

HVAC:

- Are the thermostats locked or accessible? Find two, and write down if it can be changed, where it is, and the current temperature.
- Any windows or doors open with the heat or AC running? If you find one, close it and write down where it was.
- Can you see anything blocking heating or A/C vents? If so, write down where it is.

Misc.:

- Find where the electric meter is, and write down the current kWh.
- See any energy tips or posters? Write down where you find one and what it says!
- Creative ideas? If you see some energy-saving opportunities, write down your best idea.